

## **REMARKS**

Applicants respectfully request reconsideration of this application as amended. By this amendment certain claims have been cancelled without prejudice or disclaimer, new claims have been added and the claims have generally been amended to recite more specific aspects of the invention.

As discussed in the specification, one exemplary embodiment of the present invention is characterized in that i) the content comprises main content in which an advertisement is dependently included, for example, the promotion video (the main content) comprises an image that the artist is enjoying a product or service to be advertised (See page 22, lines 4 to 16 of the present application) and ii) the device outputs information on each number of times of distribution of each main content including the same advertisement by selecting the data from the distribution log based on the advertisement indicator (see Fig. 11C of the present application).

Amended independent claim 1 recites that each of the contents comprises a main content in which an advertisement is dependently included; the content comprises a content portion and an advertisement portion;

the content distribution device comprises:

means for storing the content, wherein each the content is correlated with a main content indicator that indicates the main content comprised in the content, and an advertisement indicator that indicates the advertisement included in the main content;

means for distributing the contents;

means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log has the number of times each content is distributed and the distribution log has the main content indicator and the advertisement indicator of the distributed contents; and

means for outputting information on each number of times of distribution of each main contents including the same advertisement by selecting the data from the distribution log based on the advertisement indicator, so that it can be judged which main content which includes the advertisement is effective for the advertisement by comparing the numbers of distribution contained in the output information.

Holtz discloses that the system distributes contents and advertisement. In Holtz, the contents and the advertisement are linked, but the advertisement is independently separated from the content, for example, the banners are used for linking to the advertisement (see column 34, line 20 to column 38, line 33). Holtz merely discloses the advertisement linked to the main content and does not disclose the content comprises a main content in which an advertisement is dependently included, for example, the promotion video (the main content) comprises an image that the artist is enjoying a product or service to be advertised.

Additionally, Holtz fails to disclose that the device outputs information on each number of times of distribution of each main contents including the same advertisement by selecting the data from the distribution log based on the advertisement indicator.

At least based on the above, and the fact that none of the cited references teach or suggest the claimed combination of features, claim 1 is patentably distinguishable therefrom. Similar arguments can be made for similar features in the other independent claims.

With all outstanding objections and rejections having been overcome or rendered moot, Applicants respectfully submit that all claims are in condition for allowance.

In the event that a telephone conversation would further prosecution and/or expedite allowance, the Examiner is invited to contact the undersigned. The Commissioner is hereby authorized to charge to Deposit Account No. 19-1970 (5553KO1-1) any fees under 37 C.F.R. §§ 1.16 and 1.17 that may be required by this paper and to credit any overpayment to that Account. If any extension of time is required in connection with the filing of this paper and has not been separately requested, such extension is hereby Petitioned.

Respectfully submitted,

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Date: 7 Jan '01

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